

WE CLAIM:

1. A hook fastener composite comprising a hook element containing backing  
element having a first outer face and a second outer face, and hook elements extending  
5 from at least one outer face wherein the hook containing backing element is embedded  
within a fibrous web such that fibers of the web are present on both outer faces of the  
backing element.
2. The hook fastener composite of claim 1 wherein the hook containing  
10 backing element at least has strand elements containing hook elements.
3. The hook fastener composite of claim 1 wherein the hook containing  
backing element comprises discrete hook containing strands.
- 15 4. The hook fastener composite of claim 2 wherein the strand elements extend  
in at least one direction.
5. The hook fastener composite of claim 4 wherein the strand elements extend  
linearly in at least the at least one direction.  
20
6. The hook fastener composite of claim 4 wherein the strands are mutually  
parallel and extend in the longitudinal direction of the composite.
7. The hook fastener composite of claim 1 wherein the fibrous web is a  
25 nonwoven fibrous web.
8. The hook fastener composite of claim 7 where in the nonwoven fibrous  
web has a basis weight of from 10 to 500 g/m<sup>2</sup>.
- 30 9. The hook fastener composite of claim 7 wherein the nonwoven fibrous web  
is substantially unbonded by secondary bonding means.

10. The hook fastener composite of claim 7 wherein the nonwoven fibrous web is an unbonded carded nonwoven web.

5 11. The hook fastener composite of claim 7 wherein the composite is an elastic composite.

12. The hook fastener composite of claim 1 wherein the composite has an elastic element located adjacent the backing elements.

10 13. The hook fastener composite of claim 12 wherein the elastic element is a foraminous elastic.

14. The hook fastener composite of claim 13 wherein the elastic element is entangled with the fibrous web.

15 15. The hook fastener composite of claim 13 wherein the elastic element is a fibrous web.

20 16. The hook fastener composite of claim 2 wherein a second set of strands extend in a direction transverse to the first set of strands and the two sets of strands are joined at their crossover points.

25 17. The hook fastener composite of claim 16 wherein said second set of strands are mutually parallel and have a first face and a second face and two substantially parallel side faces and are substantially coextensive.

18. The hook fastener composite of claim 16 wherein said second set of strands second faces are attached to said first set of oriented strands at their crossover points.

30

19. The hook fastener composite of claim 16 wherein said first set of strands occupy a first planar cross-sectional area in the thickness direction of the netting and said second set of oriented strands occupy a second planar cross-sectional area in the thickness direction of the netting.

5

20. The hook fastener composite of claim 19 wherein said first and second planar cross-sectional areas are substantially mutually exclusive and abutting.

21. The hook fastener composite of claim 16 wherein said second set of strands have a substantially rectilinear cross-section.

10

22. The hook fastener composite of claim 16 wherein said second set of strands are linear.

23. The hook fastener composite of claim 21 wherein adjacent strands of said second set of strands have a substantially identical cross-sectional shape in said first direction.

15

24. The hook fastener composite of claim 16 wherein said second set of strands have surface structures on said first faces of the strands.

20

25. The hook fastener composite of claim 24 wherein said surface structures are stems extending upward.

26. The hook fastener composite of claim 25 wherein said stem structures have hook elements projecting in at least one direction.

25

27. The hook fastener composite of claim 26 wherein said hook elements extend in the direction of the second set of strands.

30

28. The hook fastener composite of claim 26 wherein said hook elements extend in two or more directions and form a mushroom shape.

29. The hook fastener composite of claim 16 wherein said first set of strands have surface structures on said second face of said strands.

5 30. The hook fastener composite of claim 29 wherein said surface structures are stems extending upward.

31. The hook fastener composite of claim 30 wherein said stem structures have hook elements projecting in at least a first direction.

10

32. The hook fastener composite of claim 31 wherein said hook elements extend in a direction perpendicular to said first direction.

15 33. The hook fastener composite of claim 16 wherein said first and second set of strands are integrally formed.

34. The hook fastener composite of claim 33 wherein said polymer is a thermoplastic polymer.

20 35. The hook fastener composite of claim 1 wherein there is an additional functional foraminous layer entangled with the fibrous web.

25 36. An article comprising a closure element formed of a hook fibrous composite comprising a plurality of strands extending in a first direction the strands having a first outer face and a second outer face and two side faces, and hook elements extending from at least one outer face wherein there the strands are embedded within a fibrous web such that fibers of the web are present on both outer faces of the strands

37. A wrap comprising hook composite comprising a plurality of strands  
extending in a first direction the strands having a first outer face and a second outer face  
and two side faces, and hook elements extending from at least one outer face wherein  
there the strands are embedded within a fibrous web such that fibers of the web are present  
5 on both outer faces of the strands

38. The wrap of claim 37 wherein the wrap is self engaging.

10